

ORDER



Orders
Order / Rev: 717948
Alt Order #: 06348998
Product Desc: RNC
Estimate: 3276
Flight Dates: 09/28/12 - 10/05/12
Original Date / Rev: 09/26/12 / 09/26/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media, Inc/ POL
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: RNC
Demographic: A35+
Product Codes: IS-Issue/Ballot,IS-Candidate/Presidentia
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	11	\$47,100.00	\$40,035.00
10/01/12	10/05/12	31	\$102,800.00	\$87,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$47,100.00	\$40,035.00	0.00
October 2012	31	\$102,800.00	\$87,380.00	0.00
Totals	42	\$149,900.00	\$127,415.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/28/12	10/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
9NEWS NOW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			
Week:		10/01/12	10/07/12	----F--					1	\$3,000.00		0.00			
E 2	WUSA	09/28/12	10/05/12	Letterman Late Night with David Letterman	CM	1135P-1237A	----F--	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
D LETTRMAN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
Week:		10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
E 3	WUSA	09/28/12	10/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	:30	1	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
9NWS NOW TNGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,800.00		0.00			
Week:		10/01/12	10/07/12	----F--					1	\$1,800.00		0.00			
E 4	WUSA	10/05/12	10/05/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
CBS THS MRNG-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					2	\$400.00		0.00			
E 5	WUSA	09/28/12	10/05/12		CM	730-8P	----F--	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Entertainment Tonight											
				Entertainment Tonight											
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	----F--						1	\$3,000.00		0.00			
Week: 10/01/12		10/07/12	----F--						1	\$3,000.00		0.00			
E 6	WUSA	10/01/12	10/01/12	9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				9 News @ 11p											
				9NEWS NOW@11PM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	M-----						1	\$3,000.00		0.00			
E 7	WUSA	10/01/12	10/01/12	Letterman	CM	1135P-1237A	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Late Night with David Letterman											
				D LETTRMAN-CBS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	M-----						1	\$1,200.00		0.00			
E 8	WUSA	10/01/12	10/01/12	9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
				9 News Tonight 7p											
				9NWS NOW TNGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	M-----						1	\$1,800.00		0.00			
E 9	WUSA	10/01/12	10/01/12	CBS This Morning	CM	7-9a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				CBS This Morning											
				CBS THS MRNG-2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	M-----						1	\$400.00		0.00			
E 10	WUSA	10/01/12	10/01/12	Entertainment Tonight	CM	730-8P	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				Entertainment Tonight											
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	M-----						1	\$3,000.00		0.00			
E 11	WUSA	09/29/12	09/29/12	Sat Prime C	CM	10-11P	-----S-	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
				48 Hours Mystery											
				48HR MSTRY-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-						1	\$5,000.00		0.00			
E 12	WUSA	09/29/12	09/29/12	LF 1135p-1235a	CM	1135P-1235A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Criminal Minds											
				CRIMINAL MINDS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-						1	\$600.00		0.00			
E 13	WUSA	09/29/12	09/29/12	NCAA Football Game #2	CM	3-7p	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
				NCAA Football Game #2											
				(3:30 PM-7:00 PM)											
				SEC FTBL GAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-						2	\$3,500.00		0.00			
E 14	WUSA	09/29/12	09/29/12	Sa Game On	CM	Sa 7-8p	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Game On											
				(7:15 PM-8:00 PM)											
				GAME ON! (LIVE FTBL SHOW)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-						1	\$1,500.00		0.00			
E 15	WUSA	09/30/12	09/30/12	Sun Prime D	CM	10-11P	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
				The Mentalist											
				MENTALIST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S						1	\$10,000.00		0.00			
E 16	WUSA	09/30/12	09/30/12	Sun Prime C	CM	9-10P	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
				The Good Wife											
				GOOD WIFE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S						1	\$14,000.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	10/04/12	10/04/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
ELEMENTARY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$10,000.00		0.00			
E 18	WUSA	10/04/12	10/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
9NEWS NOW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$3,000.00		0.00			
E 19	WUSA	10/04/12	10/04/12	Letterman Late Night with David Letterman	CM	1135P-1237A	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,200.00		0.00			
E 20	WUSA	10/04/12	10/04/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	---T---	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
9NWS NOW TNGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,800.00		0.00			
E 21	WUSA	10/04/12	10/04/12	CBS This Morning CBS This Morning	CM	7-9a	---T---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
CBS THS MRNG-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$400.00		0.00			
E 22	WUSA	10/04/12	10/04/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$3,000.00		0.00			
E 23	WUSA	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
PERSON-INT-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$15,000.00		0.00			
E 24	WUSA	10/02/12	10/02/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$10,000.00		0.00			
E 25	WUSA	10/02/12	10/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
9NEWS NOW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$3,000.00		0.00			
E 26	WUSA	10/02/12	10/02/12	Letterman Late Night with David Letterman	CM	1135P-1237A	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,200.00		0.00			
E 27	WUSA	10/02/12	10/02/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-T-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
9NWS NOW TNGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,800.00		0.00			
E 28	WUSA	10/02/12	10/02/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
CBS THS MRNG-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$400.00		0.00			
E 29	WUSA	10/02/12	10/02/12		CM	730-8P	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00

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WUSA

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				Entertainment Tonight											
				Entertainment Tonight											
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-T-----	1		\$3,000.00	0.00							
E 30	WUSA	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
				NCIS-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-T-----	1		\$20,000.00	0.00							
E 31	WUSA	10/03/12	10/03/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				9NEWS NOW@11PM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$3,000.00	0.00							
E 32	WUSA	10/03/12	10/03/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				D LETTRMAN-CBS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$1,200.00	0.00							
E 33	WUSA	10/03/12	10/03/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--W----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
				9NWS NOW TNGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$1,800.00	0.00							
E 34	WUSA	10/03/12	10/03/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				CBS THS MRNG-2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	2		\$400.00	0.00							
E 35	WUSA	10/03/12	10/03/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$3,000.00	0.00							
													Totals	42	\$149,900.00